



EAC Roundtable Discussion

Voting Goes Viral: Using New Media to Manage an Election & Communicate with Voters

Friday, June 17, 2011

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Premise

There are a multitude of social media sources for information about elections and voting. In this rapidly moving, multi-source environment it is more important than ever that there are official resources about voting that the public can rely upon.

Goal

Host a discussion that will ultimately contribute to the public having official, credible, reliable and timely social media sources about elections.

Agenda

9:00 – 10:30 a.m.	Social Media: What Is It?
10:30 – 10:45 a.m.	Morning Break
10:45 a.m. -- 12 p.m.	Social Media: Who Uses It?
12 – 1 p.m.	Lunch Break
1 – 3 p.m.	Journalism and Social Media
3 – 3:15 p.m.	Afternoon Break
3:15 – 4:30 p.m.	Strategies & Stories from Election Officials
4:30 – 5 p.m.	Conclusion